

APPLICATION NUMBER: 25/01036/ADV

DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.
25/01036/ADV

CASE OFFICER
Rosalind Gralton

DETERMINATION DATE 05/12/2025 **EXT OF TIME**

Address: Sandbrook Park, The Sandbrook Ph Sandbrook Way Rochdale OL11 1RY

Proposal: Various illuminated and non-illuminated wall mounted and free standing signs

PUBLICITY	Weekly list expired?	Y	Site notice expired?	NA
	Neighbour letters expired?	NA	Press Notice expired?	NA

DELEGATION	Significant departure from local plan?	N	Contrary to national policy?	N
	Applicant a Council Member or officer?	N	Contrary to previous decision?	N
	Major with 10 or more objections and recommending approval?	N	Called in or Planning Panel objection?	N

COMMENTS	Planning Panel comments received?	NA
	Neighbour comments received?	N

EIA	Screening opinion completed and saved to Onbase?	NA
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CONDITIONS	Pre-commencement conditions proposed?	N
	Pre-commencement conditions agreed (or notification period expired)?	N

RECOMMENDATION	APPROVE SUBJECT TO CONDITIONS
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CHECKED AND SIGNED OFF BY: RK

DATE: 26/11/2025

SITE

The site is 'The Sandbrook' a pub located just opposite Sandbrook Park. The building is a part two storey part single storey building in a prominent position as you access the Sandbrook Park leisure park.

PROPOSAL

The application seeks advertisement consent for the installation of Various illuminated and non-illuminated wall mounted and free standing signs.

The proposal involves the erection of 9 different signs; as shown on plans labelled Items 01-08A.

Item 01 is an internally illuminated totem sign measuring 4.5m in height.

Items 02, 03, 04, 05, 06, 07 proposes a large sign stating the name of the property and is lit by a trough light.

The materials will be aluminium panels, acrylic, vinyl and steel.

The height of the adverts vary from a totem sign, fixed letters to the building, directional car park signs, and a circular sign fixed to the wall.

RELEVANT PLANNING POLICY

National Guidance

National Planning Policy Framework (NPPF) – December 2024

National Planning Practice Guidance (NPPG)

Adopted Rochdale Core Strategy (CS):

P3	Improving design of new development
T2	Improving Accessibility
DM1	General development requirements.

Unitary Development Plan (UDP):

G/D/1	Defined Urban Area
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RELEVANT SITE HISTORY

14/00578/ADV - Various illuminated and non illuminated wall mounted and free standing signs – Grant subject to conditions 08/07/2014

CONSULTATION RESPONSES

Highways And Engineering

No objections

REPRESENTATIONS

In accordance with the Council's adopted code of practice for advertisement applications, no direct publicity was issued.

ANALYSIS

Amenity

The quality and character of places can suffer when advertisements are poorly sited and designed. As such, with all applications for advertisements an assessment should be made as to the impacts on visual amenity and to accord with policy P3 of the Core Strategy; signs should be compatible with the surrounding area and protect the character and appearance of the street scene. In addition, Policy DM1 sets out the Council's general development requirements and establishes that proposals should not adversely impact on highway safety.

In assessing applications for advertisement consent, paragraph 136 of the NPPF establishes the quality and character of places can suffer when advertisements are poorly sited and designed and that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

In the proposed location for the proposed adverts, the proposals will be visually prominent, as it is adjacent to the road and designed to attract attention from passersby, however this is considered no worse than the existing location and is to be expected given the nature of the business. On balance it is considered an acceptable addition to the site and is not considered to have a negative effect on the amenity of the surrounding area. The visual appearance of the signage is compatible with the character of the surrounding location.

Public Safety

Policy DM1 sets out the Council's general development requirements and establishes that proposals should not adversely impact on highway safety. Whilst it is accepted that the purpose of an advertisement is to attract attention, it is important to consider whether such adverts would have the potential to have an adverse impact on road safety.

It is therefore considered that the proposed signage is acceptable in terms of public safety and in accordance with policy DM1 and the NPPF.

RECOMMENDATION

Grant Subject to Conditions

Standard conditions:

1. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
2. No advertisement shall be sited or displayed so as to –
 - endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - obscure, or hinder the ready interpretation of, any traffic sign, railway sign or aid to navigation by water or air; or
 - hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
3. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

4. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.
5. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.
6. This approval gives consent for 5 years from the date of this permission.

Notes for Applicant:

INFORMATIVE:

For the avoidance of doubt, this Decision Notice relates to the following plans:

Location Plan

Existing and Proposed Signage

Report Author Rosalind Galton